

# A TOOL FOR SELECTING A SIGN COMPANY

Signage is your first – and one of your best -- opportunities to communicate with the public. Signage *must* be effectively designed, well manufactured and correctly installed to optimize your message. Signage is an important investment, so take your time and get answers to the following questions when shopping for a sign company – and other related professionals -- to meet *your* needs.

<b>My Business Name / Address:</b>	
The type of sign(s) I am considering:	
Contact Name:	Contact Phone #:

<b>Sign Company Name / Address:</b>	
Contact Name:	Contact Phone #:

<p><b>1. What services does your sign company offer?</b> <i>(Please check all that apply.)</i></p> <table> <tr> <td><input type="checkbox"/> Site surveys <i>(location, site and/or building)</i></td> <td><input type="checkbox"/> Evaluation of existing signage</td> </tr> <tr> <td><input type="checkbox"/> Design Services <i>(sign, logo, etc.)</i></td> <td><input type="checkbox"/> Manufacturing</td> </tr> <tr> <td><input type="checkbox"/> Obtaining Required Permits</td> <td><input type="checkbox"/> Sign Installation</td> </tr> <tr> <td><input type="checkbox"/> Variance Services <i>(Planning, others)</i></td> <td><input type="checkbox"/> Sign Maintenance</td> </tr> <tr> <td><input type="checkbox"/> Financing <i>(Leasing or Rental)</i></td> <td><input type="checkbox"/> Other:</td> </tr> </table>	<input type="checkbox"/> Site surveys <i>(location, site and/or building)</i>	<input type="checkbox"/> Evaluation of existing signage	<input type="checkbox"/> Design Services <i>(sign, logo, etc.)</i>	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Obtaining Required Permits	<input type="checkbox"/> Sign Installation	<input type="checkbox"/> Variance Services <i>(Planning, others)</i>	<input type="checkbox"/> Sign Maintenance	<input type="checkbox"/> Financing <i>(Leasing or Rental)</i>	<input type="checkbox"/> Other:
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<p><b>2. What steps will you follow to provide the services indicated above?</b>  <i>(Please include your pre-design work, pre-manufacturing permitting, etc., as well as typical timelines for each.)</i></p>										
<p><b>3. Does your company allow plant visits to that I may evaluate your abilities, equipment and proficiencies?</b></p>										
<p><b>4. If you manufacture, list the product types that your company provides:</b></p>										
<p><b>5. How can you assure me that my sign will be legal and meet all required codes, regulations, etc.?</b></p>										
<p><b>6. What type(s) of sign(s) do you believe will be most effective for my business, and why? How much experience does your company have with manufacturing the type of sign I am looking to purchase?</b></p>										

<p><b>7. How will this sign affect my business/traffic?</b></p>
<p><b>8. Are you licensed and registered as a contractor in my community? Are your signs UL (Underwriters Laboratory) listed? Do they comply with the structural requirements of the Building Code?</b></p>
<p><b>9. Describe how you engineer the signs for economical maintenance.</b></p>
<p><b>10. If your firm will also install my sign, are you insured?</b>    <input type="checkbox"/> Yes    <input type="checkbox"/> No <b>Can I obtain a copy of your certificate of insurance?</b>    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p>
<p><b>11. How will you keep my sign(s) in good condition? Do you provide monthly maintenance contracts?</b></p>
<p><b>12. What payment methods do you offer? Do you require down payment deposits? What percentage?</b></p>
<p><b>13. What information or documents will you need from me to design, manufacture and install this sign?</b> <i>(The sign company may need your logo, colors, and related artwork, or other information.)</i></p>
<p><b>14. What are some local examples of your signs? Does your firm specialize in any specific type of sign?</b></p>
<p><b>15. Please provide a list of three to five business references with names and phone numbers.</b> <i>(Attach a list if necessary.)</i></p>